

# METHOD OF PROVIDING AN ELECTRONIC ADVERTISING SERVICE WITH LEASING OF ELECTRONIC ADVERTISING DISPLAYS

## Abstract

An aspect of the present invention includes a method for providing electronic advertising within a retail outlet. The method includes leasing at least one electronic display to at least one retail outlet, providing a plurality of electronic advertisements to at least one processor via a network for display on the at least one electronic display, and obtaining revenue from at least one advertiser sponsoring the plurality of electronic advertisements. The advertising method can also include providing additional services including advertising sales support, advertising administrative services and advertising content production. Moreover, aspects of the electronic advertisements can be altered to increase effectiveness of the plurality of electronic advertisements that are displayed on the at least one electronic display.